

**To:** <Recipient Address>  
**From:** Takeda HAE <takeda@mail.takedaemail.com>  
**Subject Line A:** Let's celebrate hae day :-) together on May 16!  
**SSL A:** Join us as we TAKE CHARGE of HAE

**SUPER B:** Join us in celebrating hae day :-) on May 16!  
**SSL B:** It's time to celebrate! Take Charge of HAE by helping us raise awareness and more

[Join us as we spread awareness and TAKE CHARGE of HAE]  
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# JOIN US IN CELEBRATING HAE DAY :-)

This **hae day :-)**, join us in raising awareness and celebrating all the ways we can take charge of hereditary angioedema (HAE). Taking charge begins with you and the HAE community is here to support you.

Every day is a new opportunity to stand up and advocate for ourselves. That's why we've compiled actionable steps you can take **right now** to help make your voice heard. From guidelines on HAE management plans to a downloadable doctor discussion guide, we have everything you need to get started.

**TAKE CHARGE NOW**

## COMMUNITY IS IMPORTANT, ESPECIALLY WHEN IT COMES TO THE DAILY IMPACT OF HAE

Join our DiscoverHAE Facebook group to get connected with resources and real people with HAE



**CHAEI**, thriving despite HAE

**JOIN THE COMMUNITY**

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To: <Recipient Address>

From: Takeda HAE <takeda@mail.takedaemail.com>

SUBJECT A: It's time to celebrate! hae day :-) is here!

SSL A: Let's celebrate by taking charge and raising awareness

SUPER B: Let's celebrate! hae day :-) has finally arrived!

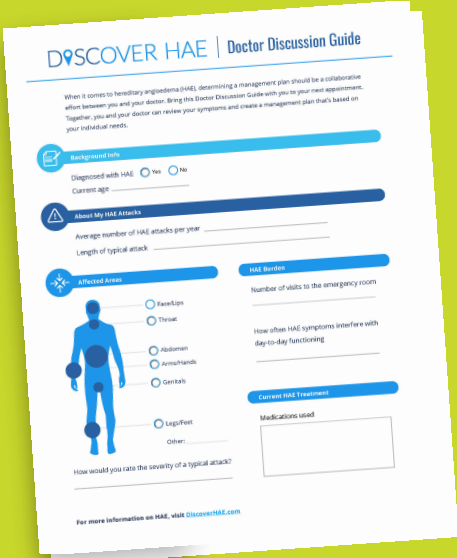
SSL B: Listen as real people share their stories about HAE

[Let's celebrate by taking charge and raising awareness]  
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# TO MAKE YOUR VOICE HEARD

Happy **hae day :-)** to all those living with and supporting people with hereditary angioedema (HAE). Today and every day, we encourage you to never settle when it comes to advocating and raising your voice about your HAE care. It's time to take charge and expect more from life with HAE and we're here to get you started.



We've collected a variety of resources to help you manage your HAE. From helpful statistics about the impact of HAE to a detailed **doctor discussion guide**, we have everything you need to take charge now.

**TAKE ACTION**

# TAKE CHARGE TODAY AND EVERY DAY



**LIZ**, thriving despite HAE

Take Charge long after **hae day :-)** by staying connected with our DiscoverHAE Facebook community. Whether you're a person living with HAE, or a caregiver, your voice matters.

**JOIN THE CONVERSATION**

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